## **ABSTRACT**

An electric heating type rolling device comprises work rolls for rolling a metal strip, a power supply for generating a pulse current, a pair of upstream contact members which are disposed in a location before the metal strip passes through the work rolls, and a pair of downstream contact members which are disposed opposite to the upstream contact members in a location after the metal strip has been rolled by the work rolls and passed thereby. The contact members are electrically connected to the power supply. Each contact member includes a first contact portion contacting the metal strip, a flat portion which is extended from the first contact portion toward the work rolls while being spaced apart from the metal strip, and a second contact portion which is extended from the flat portion to contact the metal strip.